

Parkergrams

Published by

The Parker Pen Company
Janesville, Wisconsin

VOLUME XXII No. 4

August 1, 1934

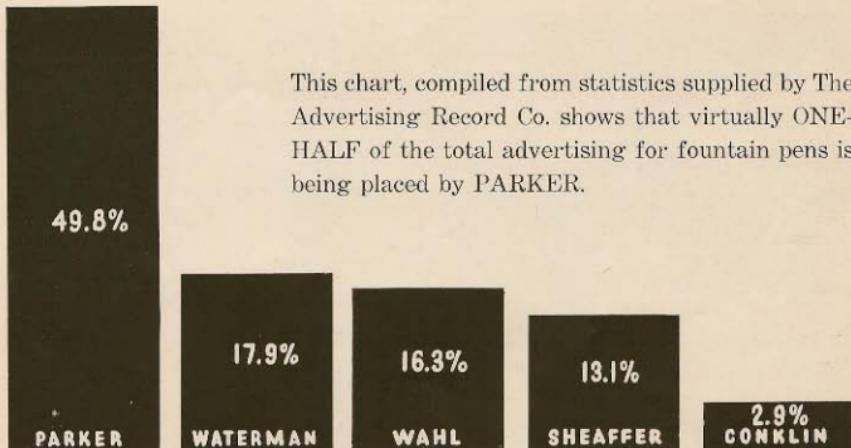


NOT GOLD DIGGERS BUT GOLD GIVERS

These two young women "Will pay to your Order"—they are busy making out credit rebates to dealers who learned that an extra 5%, 7½%, and up to 16½% can be earned by concentrating on Parker. Rebates in excess of a million dollars have been paid to dealers in the past few years. Thousands more will again be credited to dealers at the end of this year. You can easily share in this big melon — ask our representative to show you how.

PARKER IS OFF TO ANOTHER LONG LEAD IN 1934

In The First Four Months 3 Times As Much National Magazine Advertising Has Been Done By Parker Than By The Nearest Competitor. :: :: ::



And This Chart Does Not Include Advertising Placed In Newspapers. Parker Has Spent Thousands of Dollars In This Field. Competitors Have Done So Little That We Can Find No Fair Basis For Comparison. Parker Is The ONLY Pen Company Listed Among The Leading Newspaper Advertisers.

AND THE TREMENDOUS FALL AND WINTER CAMPAIGNS WILL MAKE THE LEAD EVEN GREATER.

NOW COMES PARKER'S ADVERTISING FOR FALL 1934 166,559,097 ADVERTISEMENTS!

in

17 NATIONAL MAGAZINES

THE SATURDAY EVENING POST

| | | | |
|------------------------|-------------------|---------------------|--------------------|
| Time | American Magazine | Literary Digest | Red Book |
| Good Housekeeping | Collier's | National Geographic | Radioland |
| Woman's Home Companion | Cosmopolitan | New Yorker | Hollywood Magazine |
| True Confessions | Liberty | Screen Book | Screen Play |

IN 155 METROPOLITAN NEWSPAPERS and 226 COLLEGE PAPERS

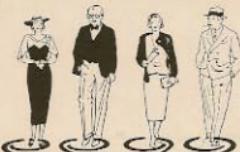
Big Parker Ads Will Picture, Tell and Sell Parker Pens, Pencils, and Quink to the People in YOUR CITY From School Opening to Christmas — The 5 Months in Which 65% of the Year's Pen Business Is Done — Stock Up For Twice As Many Calls As You Have Had in The Last 4 Years.

THE FRANCHISE VALUE of the PARKER AGENCY

Is revealed by The NATIONAL PEN CENSUS of Saturday Evening Post Readers
Conducted by the Recording & Statistical Corp., Chicago

They certify that **PARKER** is the FIRST CHOICE PEN by

9 to **4**



The Store that Features
the SECOND CHOICE Pen
Gets the Business of
these **4** People.



The Store that Features
PARKER
Gets the Business of
these **9** People.

If you were operating
a Movie Theatre you
would feature Greta
Garbo ahead of Clara
Jones to get the big-
gest trade. And the
same principle applies
to selling pens ..

The Startling Facts on Pen Preference As Shown
In Nation-Wide Poll Now Given FREE To Parker
Dealers. This Remarkable Book Gives Complete
Information In Simple And Graphic Form.

See The Figures For Your Territory--See Why We
Say You'll Double Your Parker Business This Year
And Should Stock Accordingly.

1 9 3 4
CENSUS

Fountain Pens
AND
Writing Inks

Conducted by
THE RECORDING & STATISTICAL CORP.
CHICAGO, ILL.

Book No. 144

SEND COUPON NOW

THE PARKER PEN CO.
Janesville, Wis.

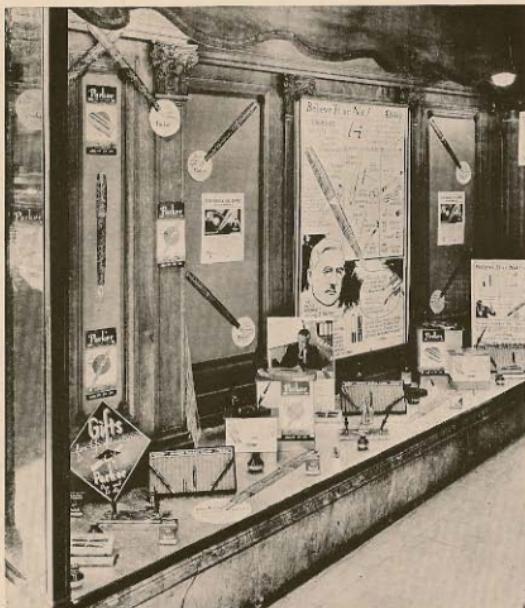
Please send me free, the 1934 Pen
Census book as prepared by Recording
and Statistical Corp.

Name.....

Address.....

City.....State.....

SOME VACUMATIC DISPLAYS THAT



**\$205 IN 8 DAYS
FROM THIS WINDOW**

As Ben Wachtel says, "This window speaks for itself." It was installed at the store of A. POMERANTZ CO., 1525 Chestnut St., Philadelphia, Pa. Here's the record it made in 8 days:

| | |
|-------------|-----------|
| 1 Pen | @ \$10.00 |
| 11 Pens | @ 5.00 |
| 12 Pens | @ 7.50 |
| 2 Sets | @ 8.75 |
| 3 Pencils | @ 2.50 |
| 2 Desk Sets | @ 12.50 |

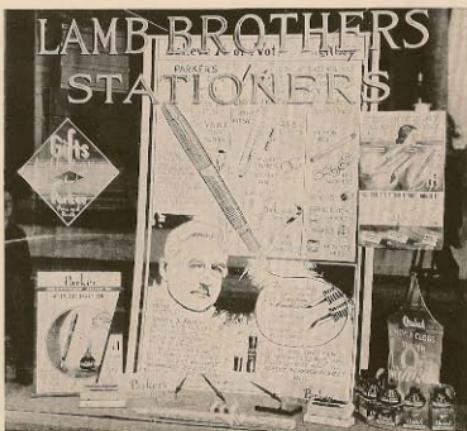
Business produced by this window was so good that the Pomerantz Co., had to place a new order immediately to fill depleted stocks.

ANOTHER REMARKABLE SELLING RECORD FOR THIS DISPLAY

This attractive window used the Parker-Ripley cards, the Quink Flasher and the Vacumatic Motion Display to distinct advantage. Here's the figures for 8 selling days.

| | |
|-------------|-----------|
| 14 Pens | @ \$ 7.50 |
| 20 Pens | @ 5.00 |
| 6 Sets | @ 7.50 |
| 4 Sets | @ 10.00 |
| 2 Desk Sets | @ 10.00 |
| 1 Desk Set | @ 20.00 |
| <hr/> | |
| Total | \$330.00 |

The Ripley tie-up is certainly doing the job for dealers.



“MOVED THE GOODS” QUICKLY



THIS STRIKING DISPLAY RUN IN CONNECTION WITH NOVEL CONTEST

The University Co-Operative Society of Austin, Texas ran a guessing contest in connection with the display shown above and got fine results. Three Vacumatics were frozen into a solid cake of ice by the local ice company. Contestants were required to guess how long it would take for the ice to melt, and hand in their guess at the pen counter. Five prizes were offered, ranging from a desk set down to a junior pencil. It proved to be a very successful “stunt”—aroused great campus interest, and sold lots of goods—pens—pencils and Quink. Incidentally, it took exactly 44 hours and 15 minutes for the ice to melt.

THE SATURDAY EVENING POST

The Recording & Statistical Corporation now Announces the Result of the

NATIONAL PEN CENSUS of 1934

—their second among readers of The Saturday Evening Post

SWORN STATEMENT

W E HEREBY CERTIFY that the five questions shown at the left were published over our name in The Saturday Evening Post of March 17, 1934, and that the following is a true and correct summary of the many thousands of replies received to questions Nos. 1 and 3.

Of replies to Question No. 1—

61.9% more persons own the Parker than own any other fountain pen.

Of replies to Question No. 3—

Parker is the First Choice of 124.6% more persons than the pen ranking second—about 9 to 4.

RECORDING & STATISTICAL CORP., CHICAGO

PYRAMIDS OF REPLIES
to these 5 questions in The Saturday Evening Post, March 17, were received, counted and certified by the Recording & Statistical Corporation, Chicago.

1 What make (or brand) of fountain pen do you own?
2 Did you buy it, or was it a gift?
3 If you were to buy a fountain pen, which make (or brand) would you choose?

*Visible
Ink Supply*
EXCLUSIVE LAMINATED BARREL

Revealing that the
public's first choice
is Parker
3 to 4

4 What brand of writing ink do you use?
5 If you anticipate changing brands, which will you buy next?

100% MORE INK

Because It Does What No Previous Pen Can Do

This Revolutionary Invention is Replacing Thousands of Rubber Sac Pens Every Day!

- 1—Holds 102% more ink *without increase in size!*
- 2—Shows when to refill—the only transparent barrel that doesn't LOOK transparent.
- 3—Eliminates 14 old-time pen parts including the rubber ink sac used in sac-type pens, and the piston pump used in other sacless pens.
- 4—Writes two ways without adjustment—a marvelously smooth All-Purpose Point of Gold, Platinum, Iridium—perfectly formed on both sides.
- 5—Guaranteed mechanically perfect.

A fountain pen is a tool of hand and brain, and you can't expect to work at your top ability—whether learning or earning—with an old-style tool. You want to stay on a par with the hundreds of thousands of alert-brained people who now are laying aside their previous pens,—equipping themselves with this non-stop, two-way writer.

It's an utterly new kind of pen,—basically different, rev-

olutionary in principle, and marvelous in performance. You can fill this new Beauty and forget about it,—write a 12,000-word book without giving it further attention.

It's the only transparent pen that has all the velvety shimmer of laminated Pearl and solid Jet rings—an ultra-smart and exclusive new style. Yet when held to the light the "jet" rings become "mysterious windows" that reveal the column of ink inside—tell when to refill, like the gas gauge on your motor car. Thus this sacless marvel never runs dry in the midst of your work. So don't con-

fuse the Parker Vacumatic with so-called vacuum fillers containing piston pumps and valves. The Parker Vacumatic is nothing like them—has no such parts—nothing that will fail.

Step into the nearest department store, drug, jewelry and stationery store, and see how it fills—see its Visible Ink Supply—try writing two ways with this one point. Retailers are delighted to demonstrate it. Go and see it today. The Parker Pen Company, Janesville, Wisconsin.

On Goes Parker Quink—the Pen-Cleaning Ink—
From Bottom Place to First Choice in only 3 Years

The National Ink Census of 1934 among The Saturday Evening Post readers, now announced by the Recording & Statistical Corporation, reveals that Parker Quink is the choice of 50.4% more people than the next ranking brand of ink.

For in Quink is combined a secret, harmless solvent that dissolves sediment left in a pen by ordinary ink. This makes a pen start quickly—every time. Ends shaking and fussing to start the flow.

No matter what kind of pen you have, get Quink at any store. Or send for 20,000-word bottle FREE. Address Dept. 000.



WRITES TWO WAYS

Parker
VACUMATIC
REG. T.M.
Over-Size, \$10;
Pencil, \$2.50
\$7.50
Other Vacumatic
Styles, \$5

AGAIN PARKER LEADS IN NATIONAL POPULARITY POLL!

In The Saturday Evening Post Issue of August 4 (out July 31st) Parker Will Announce
The Findings of The Recording and Statistical Corporation's National Pen Census.
Parker Is The First Choice By 9 to 4—Showing An Increase In Public Preference For Parker Over The 1932 Poll.

FULL COLOR SCHOOL OPENING DISPLAY - FREE

You get extra Pay for Installing A Sales and Profit Making Parker Window



Everybody Wins!

\$150 IN CASH PRIZES

\$50.00 Cash For The Best Window Using
This Display

\$30.00 For The Next Best

\$20.00 For The Third Best

\$ 5.00 Each For The Next Ten Best

If you don't get a cash prize, you are sure of a
merchandise prize for installing the display and taking
a camera snap shot or photograph.

Your Choice of—

12 Tubes of Parker Leads
1 Parkette Pencil

Retail value \$1.20
Retail Value .75

SIMPLY DO THIS TO WIN

Ask your Parker representative to send this display
or even better mail the coupon below and reserve space
in your window . . . Send a photo of your window
to contest judges . . . The Parker Pen Co., Janes-
ville, Wis., before Oct. 1st.

Please Send me a School Opening Display. I
promise to install this display at school opening
and leave it in the window for a period of one week
or longer.

Dealer's Name _____

Street Address _____

City and State _____

NEW SPECIAL "SCHOOL OPENING" NEWSPAPER ADVERTISEMENTS NOW READY FOR PARKER DEALERS MATS SUPPLIED FREE

Run one or more of these attractive Vacumatic advertisements in your local newspaper during school opening. Your profits on the sale of two or three Vacumatics will more than pay the cost of the space.

Vacumatic's style and double ink capacity makes it the outstanding favorite among students. Tell them where they can buy it. "Parker Headquarters are Profit Headquarters When School Opens."



Students Welcome to try the Revolutionary

Parker

VACUMATIC
REG. U. S. PAT. OFF.

and Other Parker Pens

\$125 to \$10

Pencils to match now only 75c to \$2.50

The Parker Vacumatic is like a pen from another world—102% greater ink capacity—VISIBLE ink supply—a transparent pen that doesn't LOOK transparent!

Luminous laminated Pearl barrel—ultra-smart and exclusive style.

Come and try Parker's two-way writing points—see how this sacless marvel fills—how it tells when your ink is running low. Come and give your lessons a new "pick up" this fall.

SET STORE NAME and Address Here

AD NO. 456



WELCOME

*Students!
Here are big helps
for high marks*

**PENS BY
PARKER**
\$125 to \$10

including the revolutionary

Parker
VACUMATIC

Holds 102% more ink!
Has Visible Ink Supply!
A Transparent Pen that
doesn't LOOK transparent.

New Laminated Pearl—
ultra-smart and exclusive
style.

Two-way writing point.
All Styles and Points in
fresh arrivals.

You are welcome here—
welcome to try them to
your heart's content.
Come in and give your
lessons a new "pick up"
this fall.

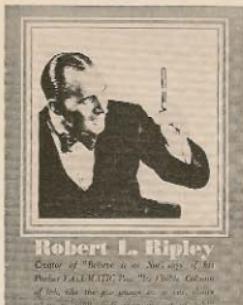


**Set Store Name
and Address Here**

AD NO. 455

Order Electros or Newspaper
mats by number.

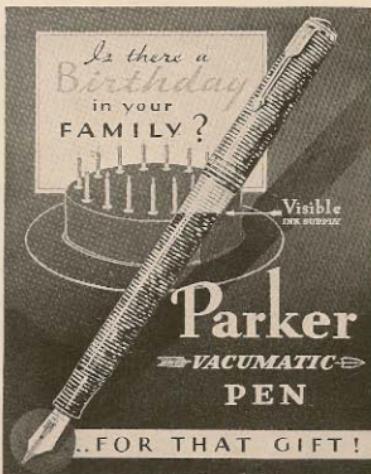
Supplied FREE
on Request
Ripley Display
No. 939



The enthusiastic reports received from Parker dealers about our last year's Ripley display have persuaded us to bring out again a new Ripley display. It features the panel shown in our recent advertisement in *The Saturday Evening Post*, and also shows a photograph of Mr. Ripley. The size of the panel is 14" x 22". For large window space, a panel 40" x 60" can be furnished.



Special Demonstration inside
Come in and See It



Parker Window Display No. 927

This beautiful window display will work for you every day in the year and bring in VACUMATIC Pen business. The birthday caption on the center panel is effective at any season. There are as many birthdays a year in your community as there are people. Note that the two side panels have a shelf on which to display a VACUMATIC Pen and Pencil set. This display is sent FREE on request to any Parker dealer; please specify Display No. 927.

HOW EACH \$100 OF THE PUBLIC'S INK MONEY WILL BE SPENT

AS INDICATED BY THE NATIONAL INK CENSUS CONDUCTED AMONG SATURDAY EVENING POST READERS BY THE RECORDING AND STATISTICAL CORPORATION

And Certified Under Oath!



Chart of Actual Sales of Parker Quink Confirms the Sweeping Progress This Amazing New Ink Has Made from Bottom Place to First in Only 3 Years

**FIRST 5 MONTHS
1933**

**FIRST 5 MONTHS
1934 104.6% INCREASE**

The Fact That Quink Is Now Being Advertised on a Scale with Toothpaste, Cosmetics, and Breakfast Food Has Made It The Leading "Demand Seller." Dealers Who Concentrate on Quink Will Double Their Ink Business This Year.

Sixty-five in 100 of Those Who Try Quink go and Buy Quink.

**Extra Profit
on Parker Quink**
until August 18 - then the Free deal is off!
You save 20% - You make 80% on Cost

Any Assortment of 2 oz, 4 oz, 1/2 pints, pints, quarts, gallons, etc. for a total of _____-\$40.00 list
Entitles you to a 50% discount _____-20.00

with full freight allowance — the new Electric Flasher Quink Salesman — and — you get in addition
FREE — 1 dozen 2-oz. with each 5 dozen purchased
1 dozen 4-oz. with each 5 dozen purchased

1 bottle in 1/2 pint, pint, quart or gallon size with each 5 of the same size purchased

No Orders acceptable on this basis after August 18.

An Exploration Cruise Among the South Sea Islands

By George S. Parker

(Continued from last issue)

TAHITI

After leaving the Marquesas Islands, most of the passengers commenced to realize that they were, at last, in the waters which had been made famous in history. For the last two hundred years buccaneers, explorers, whalers, pirates, adventurers of all sorts, have frequented these mysterious islands of the South Seas.

There are few people who do not know something about the island of Tahiti, the "paradise on earth." In a way, I think, it deserves the title. There is an excellent wharf at Tahiti so that a liner can edge up to the wharf. Boats call at Papeete, the capital city, about once a month.

About everybody on the island, I think, had turned out to greet us, when the boat finally came alongside. There were many hundreds of natives in white on the dock. They sang a song of welcome in Tahitian. If ever there was a friendly lot of people, they were the Tahitians. They had a sign out in front saying "Tahiti is yours to enjoy", and all during our stay, the natives and the French lived up to that welcome.

Papeete is a straggling town of perhaps three or four thousand people, strung out over considerable territory. Just a little way from the dock is the Naval Club where all sorts of refreshments, liquid and otherwise, can be had. Then the main street of the town continues on for some distance. Following this street you come to the hotel which was kept by "Lavinia", who was made famous in Frederick O'Brien's book of the South Seas.

Unfortunately, the great three hundred pound "Lavinia" died of the gripe about a year ago, so that we did not have the pleasure of seeing her. The hotel is there and is just as gay, perhaps, as when "Lavinia" presided over it. There are the same music loving Tahitians drinking their native drink, singing, and the young people glancing at each other in lover-like fashion.

Entertainment by Natives

That evening an entertainment had been provided for us in a little park, where the Tahitians, both men and women, gave a wonderful exhibition of dancing, each sex by itself. The girls danced until they were tired out. Then they sat down in the grass and the men took a turn at it. If you want to see suppleness and beauty of athletic action, you should see the Tahitians dance. It's a thing long to be remembered.

The next day they provided an entertainment of fire walking. A pit was dug fifteen or twenty feet long, three feet deep, and seven or eight feet wide. Logs were burned in it until the coals became hot, more logs put on and then, on top of these, boulders about the size of a man's head. The fire was permitted to burn until the boulders got steaming hot. Then a band of natives headed by a chief approached. The chief took a branch of a palm, waved it, struck the hot stones

with it and implored the gods to save them from the effects of the fire. After a few minutes of this ceremony, the chief, following by his retinue, deliberately walked with bare feet across the hot stones. They got on the other side, returned and repeated the fire walking two or three times. They did not seem to suffer in the least. We were told that fire walking had been in vogue in the islands for hundreds of years.

The next day we went on a trip around the island. Dinner was served thirty or forty miles out of Papeete in a most picturesque surrounding. No one need tell me that the Tahitians do not know how to cook, for they do! We had a regular picnic dinner on this trip. A huge hole was dug in the ground, a fire built in it and the wood burned until it turned into coals; rocks were placed on top of this until they became good and hot. The hot rocks were covered with sheet iron and this in turn with palm leaves. Small pigs, breadfruit and other tropical foods were placed on this, more palm leaves on top and then all was covered with earth. Ultimately the food was taken out, steamed and done. I do not think that I ever have eaten any more delicious food than the roast pig and the various fruits and vegetables that were cooked in this manner.

After the picnic dinner, my car, with its native driver, continued on around the island. I asked the driver if he knew that the island contained two famous Americans. "Oh", he said, "do you mean Mr. Nordhoff and Mr. Hall?" "Yes." "Well, we go right by Mr. Nordhoff's home". So I told him to point it out to me. After following one of the most scenic roads I have ever seen, the driver turned into a yard which was a very beautiful setting for two or three buildings fronting the sea.

A little girl was standing out in the yard, and after getting out of the car I asked her if Mr. Nordhoff was home. She answered, "Yes, sir" and just then a rather fine looking gentleman, about forty years of age, stepped



NATIVES OF PAPEETE, TAHITI ISLANDS,
WELCOMING THE STEAMER.



FIRE WALKING, A RELIGIOUS CEREMONY AT PAPEETE, TAHITI ISLANDS. NATIVES WALK BAREFOOT OVER STEAMING HOT STONES SEEN IN FOREGROUND.

out of the house and said, "I am Mr. Nordhoff. Is there anything I can do for you?" I replied: "Yes, just stand still for about thirty seconds, for you are going to pay the penalty for being a well-known author and a famous man". Of course this did not make him very mad, and he stepped forward smiling. When I gave him my card he said, "Why, Mr. Parker, you are the very man I want to see. I have been reading the Saturday Evening Post, the National Geographic and Times, which I get once in awhile, and I am thoroughly sold on your VACUMATIC pen and I want to get one." He invited me into his studio, which was a building in the yard, and ordered a rum cocktail which looked formidable. I told him I was not in the habit of drinking rum cocktails—at least not any that were as large as his. "Well," he said, "if you drink slowly and stay long enough, it will not affect you." So I did, and his predictions came true.

I found Mr. Nordhoff exceedingly interesting. He told about his books, and at that time he had not even seen a copy of his "Men Against the Sea", and wanted to know whether or not I had seen the book. I had it with me on the boat and had read it coming down. Many of the passengers had borrowed it and read it also. He wanted to see the book very much. I invited him to come over to the ship the next day to see the book and autograph it. Unfortunately when he called with Mr. Hall, I was away, so I did not see him the second time. From all I could learn, these famous authors enjoy life greatly in Tahiti. They are rated as famous men and good citizens.

Here is another little adventure I had. I am somewhat in doubt as to whether I should tell it or not. I went into a French liquor place, remembering that I had two friends back in Janesville, who are fond of really "good stuff". They are not the kind of drinkers who will throw down a drink of whiskey at one swallow; they want to have it a taste at a time and let the flavor linger.

I asked the proprietor of the place, a Frenchman, whether he had good whiskey that was really old. He had one bottle of very old whiskey. He reached up on a high shelf where it was standing all by itself, brought it down, blew the dust off from the bottle, took his sleeve

to wipe off the additional dust and handed me the bottle. It was labeled "Old Parr Whiskey" and the label said, "Aged 152 years". The label also stated that William Parr was born in "1500 and something" and was interred in Westminster Abbey in "1600 and something." Anyway, I bought the bottle of whiskey and brought it home to my two friends and one or two others. They all say it's the most golden liquid that ever trickled down their throats. I wish I were judge enough to enjoy it the way these friends enjoyed it. There isn't enough to send around, for there are only about two and one-half drinks left in the bottle at the present time.

I must confess that we viewed with a great deal of reluctance the time for our departure from Papeete. If ever there was a place in the world where life seems easy, where there is no hurry and where everybody seems to enter into the spirit of living, that place is the Tahitian Islands. It's an inexpensive place to live. Of course, you cannot get all of the luxuries that you could if you lived in New York, Chicago, or San Francisco. So far as I could see, people seemed to be happy with life as it was.

I met a Captain Moore, a young American, who is living down there. He is a bachelor, good looking and the picture of health. He rode with us over from the Marquesas Islands where he had been visiting and sat at our table in the dining room where I had the opportunity of getting fairly well acquainted with him. I asked him why he lived in the Tahitian Islands. "Well, Mr. Parker I have a little income. It's not enough to keep me going in the States, but it's ample for me here. I have a nice little home out two or three miles from Papeete, and I just could not think of going back to the United States to live." I am inclined to think that there are quite a number of white people who take the same view the Captain does. While it is true that there are comparatively few white people there, they seem to be a very decent sort of people, the natives like them and they seem to like the natives.

The big siren whistle of the steamer blew lustily one hour before departure warning stragglers that it was getting time for the boat to leave the beautiful shores of Tahiti. After the sounding of the siren, people commenced to collect on the dock. Among them was a large group of native dancers to give one more entertainment just before the boat departed. I remember standing by the rail of the steamer and taking several pictures with my faithful old camera. One of these pictures showed the main street of Papeete including the Naval Club and

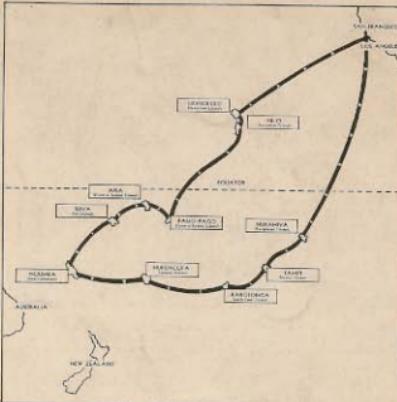


RESIDENCE OF MR. NORDHOFF, THE AMERICAN AUTHOR OF "MUTINY ON THE BOUNTY," AT PAPEETE, TAHITI ISLANDS.

the many hundreds of both natives and Europeans, all dressed in white. There was the big fat dancing lady who was the wife of the chief, and who really ought not to have been dancing, but owing to her position of honor she was accorded a place to dance with the supple and attractive Tahitian girls. I must say that her dancing, because of her huge size (she was said to weigh three hundred pounds) was more of the quivering kind; she was immense fore and aft. I was glad that she was represented in the picture, for I shall always remember the big fat girl and the chuckles she gave to those who saw her dance.

The band, all native Tahitians from Papeete, played some excellent music. The band on the ship retaliated by giving a tune or two. There was a last long siren blast, and the boat began to slide away from the wharf amid the shouting of the natives and the people on the boat and finally the boat got out where it could gradually turn. Once again we were pointed for a different island, and this time it was for Rarotonga in the Cook Islands group. As soon as we got started, everybody was telling of the pleasure they had received from their stay in Tahiti. I think I am safe in saying that no island which we afterward visited gave us as much pleasure as the Tahitian Islands.

(To be continued in the next issue.)



Map of Pacific Ocean Showing Route of South Sea Island Cruise

HERE'S THE NEW QUINK MOVIE SLIDE



Movie Slide No. 49-D

A Remarkably Effective Sales-Builder. It Tells The Quink Story In A Few Words—Quotes The Prices—Invites A Trial—And It's Absolutely Free To Dealers.

GET YOUR VACUMATIC SERVICE MANUAL NOW

Ask The Parker Representative for it.



Illustrated above is the new edition of the Parker Vacumatic Service Manual No. 115 which contains valuable hints for servicing pens. Ask for free copy.